

NUVEEN NEW JERSEY DIVIDEND ADVANTAGE MUNICIPAL FUND  
Form DEFA14A  
January 20, 2010

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the Securities  
Exchange Act of 1934 (Amendment No. )

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement.
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)).**
- Definitive Proxy Statement.
- Definitive Additional Materials.
- Soliciting Material Pursuant to §240.14a-11(c) or §240.14a-12

Nuveen New Jersey Dividend Advantage Municipal Fund (NXJ)

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

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ATTN: BUSINESS/FINANCIAL EDITORS

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**NUVEEN CLOSED-END FUND PROPOSALS RECEIVE SUPPORT OF LEADING PROXY ADVISORY SERVICE**

**Fund Shareholders Recommended to Vote in Favor of Proposed Investment Policy Changes to Several State Municipal Bond Funds by Institutional Shareholder Services Inc.**

CHICAGO, January 20, 2010 Nuveen Investments, a leading global provider of investment services to institutions and high-net-worth investors, today announced that Institutional Shareholder Services Inc. (ISS) has recommended that shareholders vote in favor of proposed investment policy changes for 30 Nuveen closed-end municipal bond funds. ISS is widely recognized as the leading independent proxy advisory firm in the nation. Its recommendations are relied upon by hundreds of major institutional investment firms, mutual funds, and other fiduciaries throughout the country.

ISS recommends the funds' shareholders vote in favor of the proposed changes at the funds' annual shareholder meeting which were adjourned to March 23, 2010. The closed-end funds holding the adjourned shareholder meeting and vote are:

Nuveen Arizona Dividend Advantage Municipal Fund 2 (**NKR**)  
Nuveen Arizona Premium Income Municipal Fund, Inc. (**NAZ**)  
Nuveen California Dividend Advantage Municipal Fund (**NAC**)  
Nuveen California Dividend Advantage Municipal Fund 2 (**NVX**)  
Nuveen California Dividend Advantage Municipal Fund 3 (**NZH**)  
Nuveen California Investment Quality Municipal Fund, Inc. (**NQC**)  
Nuveen California Municipal Market Opportunity Fund, Inc. (**NCO**)  
Nuveen Insured California Premium Income Municipal Fund, Inc. (**NPC**)  
Nuveen California Performance Plus Municipal Fund, Inc. (**NCP**)  
Nuveen California Quality Income Municipal Fund, Inc. (**NUC**)  
Nuveen California Select Quality Municipal Fund, Inc. (**NVC**)  
Nuveen Insured California Dividend Advantage Municipal Fund (**NKL**)  
Nuveen Connecticut Dividend Advantage Municipal Fund (**NFC**)  
Nuveen Georgia Dividend Advantage Municipal Fund 2 (**NKG**)  
Nuveen Massachusetts Dividend Advantage Municipal Fund (**NMB**)  
Nuveen Massachusetts Premium Income Municipal Fund (**NMT**)

Nuveen Missouri Premium Income Municipal Fund (**NOM**)  
Nuveen New Jersey Dividend Advantage Municipal Fund (**NXJ**)  
Nuveen New Jersey Dividend Advantage Municipal Fund 2 (**NUJ**)  
Nuveen New Jersey Investment Quality Municipal Fund, Inc. (**NQJ**)  
Nuveen New Jersey Premium Income Municipal Fund, Inc. (**NNJ**)  
Nuveen North Carolina Dividend Advantage Municipal Fund (**NRB**)  
Nuveen North Carolina Dividend Advantage Municipal Fund 2 (**NNO**)  
Nuveen Ohio Dividend Advantage Municipal Fund 2 (**NBJ**)  
Nuveen Ohio Quality Income Municipal Fund, Inc. (**NUO**)  
Nuveen Pennsylvania Dividend Advantage Municipal Fund (**NXM**)  
Nuveen Pennsylvania Dividend Advantage Municipal Fund 2 (**NVY**)  
Nuveen Pennsylvania Investment Quality Municipal Fund (**NQP**)  
Nuveen Pennsylvania Premium Income Municipal Fund 2 (**NPY**)  
Nuveen Virginia Premium Income Municipal Fund (**NPV**)

Each fund's Board has recommended that shareholders vote in favor of implementing the new investment policies in order to help provide the fund's management:

Enhanced ability to meet investment objectives while maintaining the quality orientation of the fund's investment portfolio.

Increased flexibility in diversifying portfolio risks and managing duration to help sustain and build net asset value.

Improved secondary market competitiveness that may lead to a higher relative market price and/or stronger premium/discount performance.

Investors who have not mailed in their proxy and wish to vote via the Internet may download their fund's proxy statement and vote their proxy online. To vote over the internet, investors should go to [www.proxyweb.com](http://www.proxyweb.com) if they received their proxy materials directly from Nuveen. Investors who received their proxy material from their Financial Advisor should go to [www.proxyvote.com](http://www.proxyvote.com). In both cases, investors should enter the control number provided with their Notice of Annual/Special Meeting of Shareholders, and follow the proxy voting instructions. Additionally, shareholders who wish to vote by telephone should call the toll-free number located on their proxy card and follow the recorded instructions, using their proxy card as a guide.

For more information on these proposals and other Nuveen closed-end funds, please visit [www.nuveen.com/cef](http://www.nuveen.com/cef). Nuveen Investments provides high quality investment services designed to help secure the long-term goals of institutions and high net worth investors as well as the consultants and financial advisors who serve them. Nuveen Investments markets its growing range of specialized investment solutions under the high-quality brands of HydePark, NWQ, Nuveen, Santa Barbara, Symphony, Tradewinds and Winslow Capital. In total, the Company managed \$141 billion of assets on September 30, 2009. For more information, please visit the Nuveen Investments website at [www.nuveen.com](http://www.nuveen.com).

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